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1. E. M.
2. FOS
SOURCE LINES

LONDON GENERAL OVERSEAS SERVICE IN ENGLISH 1605 GMT 15 MARCH

1965--E

(TEXT) THE GENERAL OVERSEAS SERVICE OF THE BBC IS TO CHANGE
ITS TITLE TO BBC WORLD SERVICE AS OF 1 MAY. A BBC STATEMENT
SAYS THE NEW TITLE DESCRIBES THE SERVICE MORE SIMPLY AND ACCURATELY
THAN THE OLD. IT IS THE BBC'S BIGGEST OVERSEAS SERVICE AND IS
ADDRESSED TO EVERYBODY WHO UNDERSTANDS ENGLISH. IT IS ON THE AIR
FOR 23 HOURS A DAY, DIRECTED TO EACH AREA OF THE WORLD AT TIMES
CONVENIENT FOR LISTENING. 151605 GRAYBILL 15/1728Z MAR M

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